



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

MINUTES 10-21-09

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, October 21, 2009.**

Members Present:

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| X | Mike Henn, Chairman | E | Sheri Drewry |
| X | Keith Curry, Council Member | E | Jennifer Gonzalez |
| E | Steve Rosansky, Council Member | X | John Hyatt |
| X | Robert Hawkins, Planning Commissioner | X | Lloyd Ikerd |
| X | Mike McNamara, Vice Chairman | X | Brion Jeannette |
| A | Fred Ameri | E | Debra Legan |
| X | Craig Batley | X | Richard Luehrs |
| X | Seymour Beek | X | Scott Palmer |
| E | Jeffrey Cole | X | John Robinson |
| X | Steven Coyne | X | Gregg Schwenk |
| X | Jim Donnell | X | Gary Sherwin |
| X | Kenneth Drellishak | X | Gay Wassall-Kelly |
| | | | |

Staff Representatives:

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| X | Sharon Wood, Assistant City Manager | | |
| X | Leigh De Santis, Economic Development Administrator | | |
| X | Katie Bowden, Economic Development Coordinator | | |

Guests Present:

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|-----------------------------------|---|
| Roy Freeman | |
| Isabelle Krasney, One Stop Center | Katie Gardner, OC Business Service Center |
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Roll Call and Introductions:

Council Member Henn called the meeting to order at 8:00 am and began self-introductions of the assembled members, staff and guests.

UPDATES AND ANNOUNCEMENTS

- Gary Sherwin announced that the Conference and Visitors Bureau has changed its name to Visit Newport Beach, Inc. This gives it a more modern and easily recognizable name and matches their web site address, which has been www.visitnewportbeach.com for some time.
- Mr. Sherwin also announced that the Barrett-Jackson Auto Auction will be coming to the OC Fairgrounds June 27-30, 2010. Visit Newport Beach and the TBID are working with the City of Costa Mesa and the Fair operators to facilitate the show and to ensure that Newport Beach hotels book a share of the room nights generated by this event.
- The third event mentioned by Mr. Sherwin was a reminder that one of the teams, the media and alumni for the BCS Game January 7th will be staying at 3 Newport Beach hotels.
- Scott Palmer announced that the Corona del Mar Classic Car Show had raised \$8,000 for pediatric cancer care last month.
- Councilman Henn reported that the California legislation has allowed the sale of bonds to replace the \$6 million dollars taken by the State from Newport Beach. The bonds will be a liability of the State and at the cost of the State.

DISCUSSION ITEMS

1. Minutes of September 16, 2009.

Councilman Henn called for comments on the draft minutes. Mrs. DeSantis clarified the reporting on hotel nights paid for by NBFF totaled 451 and those believed to have been generated by the event were 1540, based on a UCI study.

Mr. Hawkins moved approval as amended and Councilman Curry seconded. The minutes were approved.

2. Presentation by Chris Miller, Harbor Resources Manager.

Chris Miller passed out to members the new "Complete Cruising Guide to Newport Harbor" developed by the Harbor Commission with the assistance of Doug West. The publication is designed for boating visitors. 5,000 copies have been printed. They are being distributed to visitor centers, yacht clubs, the Harbor Patrol and marine stores up and down the coast. The document is also available on-line at the City's website. This is the first time the City has published such a comprehensive harbor guide. It is in a format that can be updated and republished as needed.

Chris then responded to questions on mooring management – there is an RFP currently out and City code governing mooring transfers is being updated. Derelict boats are impounded by the County at moorings in Newport Beach harbor between County auctions.

3. Presentation by Katie Gardner, Orange County Business Service Center.

The Orange County Business Service Center exists to assist local businesses with hiring, training of new employees or training existing employees to new functions and helps employers prepare employees for lay-off and job searches during tough times. The OC Business Service Center offers classes and individual assistance to businesses regarding an array of operational issues. Lastly, the OC Business Service provides analytical research on such areas as labor market, salary surveys, etc. to business. All of its services are free of charge.

4. Presentation by Isabelle Krasney, One Stop Center

The One Stop Center is the employee side of the business equation. It serves prospective employees. It teaches resume preparation, interview skills, makes computers available for job hunting, sponsors job fairs, matches clients to opportunities, and provides access to job leads and networking/support groups.

The One Stop Center and Business Service Center are jointly housed. Newport Beach businesses and residents have their choice of accessing these services either in Irvine or Westminster. They also have offices in Santa Ana and Anaheim but those offices are focused on their respective locations.

5. EQAC Representative's Report

EQAC has finished reviewing the EIR for the New City Hall. They have also done a self initiated study of leaf blower impacts such as noise, emissions, and air-born dust particles generated. They plan to suggest that the City Council consider banning leaf blowers. EQAC did not look at the economic impact of such a ban.

ITEMS FOR A FUTURE AGENDA

There was discussion regarding when best to return to the subject of the local economy. Business district representatives should be able to report on local experience with holiday 2009 shopping in January but it will be April before the City receives 4th quarter sales tax info.

- Dennis Danner - Budget and Revenue Update in November
- Gary Sherwin – Tourism Update in November
- New Zoning Code in December
- Water Taxi in December or January
- Geographic Area Representative Reports on Holiday Business in January

PUBLIC COMMENTS

None

ADJOURNMENT

Councilman Henn called for the meeting to be adjourned at 9:15 am.